

AMENDMENT OF THE CLAIMS:

Please cancel Claims 17-37 without prejudice or disclaimer, and add rewritten claims 38-97 as follows:

Claims 17-37 (canceled)

Claim 38 (new): An Internet-based system for managing and delivering consumer product brand marketing communications to consumers at points along the World Wide Web (WWW), said Internet-based system comprising:

a first Internet-based subsystem implementing a plurality of multi-mode brand marketing communication subsystems for a plurality of consumer products offered for sale in commerce, so that said multi-mode brand marketing communication subsystems can be made accessible to consumers at points along the WWW,

wherein each said multi-mode brand marketing communication subsystem is implemented by (i) storing a computer-executable server-side component on a first Internet-enabled information server operably connected to the infrastructure of the Internet, and (ii) embedding within an HTML-encoded document on the WWW, a tag that references said computer-executable server-side component, and

wherein each said multi-mode brand marketing communication subsystem has one or more programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots in a first graphical user interface (GUI), (ii) a promotional display mode for displaying one or more promotional spots in a second GUI, and (iii) a consumer product information (CPI) display mode for displaying a set of consumer product information (CPI) resources in a third GUI;

a second Internet-based subsystem allowing the manufacturer and/or authorized parties to program said set of CPI resources for display in the CPI display mode of each said implemented multi-mode brand marketing communication subsystem;

a third Internet-based subsystem allowing the manufacturer and/or authorized parties to program one or more advertising spots for display in the advertising display mode of each multi-mode brand marketing communication subsystem; and

a fourth Internet-based subsystem allowing the manufacturer and/or authorized parties to program one or more promotional spots for display in the promotional display mode of each multi-mode brand marketing communication subsystem;

wherein said second Internet-based subsystem allows the manufacturer of a consumer product, and/or authorized parties, to create and manage, for each said consumer product, a consumer product information (CPI) link structure comprising the following items:

(i) a consumer product identifier assigned to the consumer product, and

(ii) a set of URLs for a plurality of CPI resources located on the WWW, which can be selected to program the display modes of an implemented multi-mode brand marketing communication subsystem;

and

wherein, upon the Web-browser of the consumer encountering said tag installed in said HTML-encoded document, the computer-executable server-side component corresponding to the tag is automatically executed, and the corresponding multi-mode brand marketing communication subsystem is automatically generated by said first Internet-enabled information server and served to the Web browser for display and review by the consumer at the point along the WWW where said HTML-encoded document has been encountered by the consumer.

Claim 39 (new): The Internet-based system of claim 38, wherein each said consumer product identifier comprises a Universal Product Number (UPN).

Claim 40 (new): The Internet-based system of claim 38, wherein, for each multi-mode brand marketing communication subsystem implemented on said Internet-based system for a particular consumer product, the computer-executable server-side component associated with the multi-mode brand marketing communication subsystem comprises the consumer product identifier assigned to the consumer product.

Claim 41 (new): The Internet-based system of claim 38, wherein, for each multi-mode brand marketing communication subsystem implemented on said Internet-based system for a particular consumer product, the tag associated with the multi-mode brand marketing

communication subsystem is indexed using the consumer product identifier assigned to the consumer product.

Claim 42 (new): The Internet-based system of claim 38, wherein, for each multi-mode brand marketing communication subsystem implemented on said Internet-based system, the computer-executable server-side component associated with the multi-mode brand marketing communication subsystem comprises a consumer product information requesting (CPIR) servlet loaded onto said first Internet-enabled information server.

Claim 43 (new): The Internet-based system of claim 39, wherein said CPI link structure further comprises, for each consumer product:

- (iii) a Trademark (TM) assigned to the consumer product; and
- (iv) a Product Descriptor (PD) associated with the consumer product.

Claim 44 (new): The Internet-based system of claim 38, wherein said set of CPI resources are selected from the group consisting of rich-media product videos and demonstrations, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 45 (new): The Internet-based system of claim 38, wherein the manufacturer of a consumer product, and/or authorized parties, can program the multi-mode brand marketing communication subsystem implemented for said consumer product by managing the CPI link structure created for said consumer product, and the display modes of the multi-mode brand marketing communication subsystem.

Claim 46 (new): The Internet-based system of claim 39, wherein said HTML-encoded document is selected from the group consisting of Web-pages, product images, product documents, and graphical icons.

Claim 47 (new): The Internet-based system of claim 34, wherein said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each

said CPI link structure are imported into a second Internet-based information server from a supply-chain information management system, using electronic file transfer techniques.

Claim 48 (new): The Internet-based system of claim 39, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and physical retail kiosk.

Claim 49 (new): The Internet-based system of claim 39, wherein said Web browser of the consumer encountering one said tag, further comprises the consumer clicking on a graphical component at which said tag is embedded in said HTML-encoded document.

Claim 50 (new): The Internet-based system of claim 39, wherein said authorized parties include agents of the manufacturer.

Claim 51 (new): The Internet-based system of claim 39, which further comprises a third Internet-enabled information server for downloading a tag corresponding to each said implemented multi-mode brand marketing communication subsystem, wherein the downloaded tag can be subsequently embedded within an HTML-encoded document.

Claim 52 (new): The Internet-based system of claim 39, wherein said HTML-encoded document is located at or near a point of product display on an e-commerce site of a retail trading partner of the manufacturer, so that the implemented multi-mode brand marketing communication subsystem delivers consumer product information to the consumer at the point of product display.

Claim 53 (new) An Internet-based method of managing and delivering consumer product brand marketing communications to consumers at points along the World Wide Web (WWW), said Internet-based method comprising the steps of:

(a) implementing a plurality of consumer product information (CPI) serving graphical user interface (GUI) based subsystems for a plurality of consumer products offered for sale in commerce,

wherein each said multi-mode brand marketing communication subsystem is implemented by (i) storing a computer-executable server-side component on a first Internet-enabled information server operably connected to the infrastructure of the Internet, and (ii) embedding, within an HTML-encoded document on the WWW, a tag that references said computer-executable server-side component, and

wherein each said multi-mode brand marketing communication subsystem has one or more programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots in a first graphical user interface (GUI), (ii) a promotional display mode for displaying one or more promotional spots in a second GUI, and (iii) a consumer product information (CPI) display mode for displaying a set of consumer product information (CPI) resources in a third GUI;

(b) allowing the manufacturer of a consumer product and/or authorized parties to create and manage, for each said consumer product, a consumer product information (CPI) link structure comprising the following items:

(i) a consumer product identifier assigned to the consumer product, and

(ii) a set of URLs for a plurality of CPI resources located on the WWW, which can be selected to program the display modes of the implemented multi-mode brand marketing communication subsystem;

(c) allowing manufacturers and/or authorized parties to program the advertising display mode of said implemented multi-mode brand marketing communication subsystem;

(d) allowing manufacturers and/or authorized parties to program promotional display mode of said implemented multi-mode brand marketing communication subsystem;

(e) allowing manufacturers and/or authorized parties to program the CPI display mode of said implemented multi-mode brand marketing communication subsystem;

and

(f) upon the Web-browser of the consumer encountering said tag installed in said HTML-encoded document, automatically executing the computer-executable server-side component corresponding to the tag, generating the GUI corresponding to the multi-mode brand

marketing communication subsystem, and serving the GUI to the Web browser for display and review by the consumer at the point along the WWW where said HTML-encoded document has been encountered by the consumer.

Claim 54 (new): The Internet-based method of claim 53, wherein each said consumer product identifier comprises a Universal Product Number (UPN).

Claim 55 (new): The Internet-based method of claim 53, wherein, for each said multi-mode brand marketing communication subsystem implemented during step (a), the computer-executable server-side component associated therewith comprises the consumer product identifier assigned to the consumer product.

Claim 56 (new): The Internet-based method of claim 53, wherein, for each said multi-mode brand marketing communication subsystem implemented during step (a), the tag associated therewith is indexed using the consumer product identifier assigned to the corresponding consumer product.

Claim 57 (new): The Internet-based method of claim 53, wherein, for each said multi-mode brand marketing communication subsystem implemented during step (a), the computer-executable server-side component associated therewith comprises a consumer product information requesting (CPIR) servlet loaded onto said first Internet-enabled information server.

Claim 58 (new): The Internet-based method of claim 54, wherein said CPI link structure further comprises, for each consumer product:

- (iii) a Trademark (TM) assigned to the consumer product; and
- (iv) a Product Descriptor (PD) associated with the consumer product.

Claim 59 (new): The Internet-based method of claim 53, wherein said set of consumer product information resources are selected from the group consisting of rich-media product videos and demonstrations, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 60 (new): The Internet-based method of claim 53, wherein the manufacturer of a consumer product, and/or authorized parties, can program the multi-mode brand marketing communication subsystem implemented for said consumer product by managing the CPI link structure created for said consumer product.

Claim 61 (new): The Internet-based method of claim 53, wherein said HTML-encoded document selected from the group consisting of Web pages, product images, product documents, and graphical icons.

Claim 62 (new): The Internet-based method of claim 58, wherein said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure are imported into a second Internet-based information server from a supply-chain information management system, using electronic file transfer techniques.

Claim 63 (new): The Internet-based method of claim 53, wherein during step (f), the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and physical retail kiosk.

Claim 64 (new): The Internet-based method of claim 53, where during step (f), said Web browser of the consumer encountering one said tag further comprises the consumer clicking on a graphical component at which said tag is embedded in said HTML-encoded document.

Claim 65 (new): The Internet-based method of claim 53, wherein said authorized parties includes agents of the manufacturer.

Claim 66 (new): The Internet-based method of claim 53, further comprises downloading, from an Internet-enabled information server, a tag corresponding to each said implemented multi-mode brand marketing communication subsystem, wherein the downloaded tag can be subsequently embedded within an HTML-encoded document.

Claim 67 (new): The Internet-based method of claim 53 wherein said HTML-encoded document is located at or near a point of product display on an e-commerce site of a retail trading partner of the manufacturer, so that the implemented multi-mode brand marketing communication subsystem delivers consumer product information to the consumer at the point of product display.

Claim 68 (new): An Internet-based system for managing and delivering consumer product brand marketing communications to consumers at points along the World Wide Web (WWW), said Internet-based system comprising:

a first Internet-based subsystem allowing manufacturers of consumer products and/or authorized parties to register a plurality of consumer products in a database operably connected to the infrastructure of the Internet, so that a plurality of multi-mode brand marketing communication subsystems can be implemented for a plurality of consumer products offered for sale in commerce, so that said multi-mode brand marketing communication subsystems can be made accessible to consumers at points along the WWW,

wherein each said multi-mode brand marketing communication subsystem is implemented by (i) storing a computer-executable server-side component on a first Internet-enabled information server operably connected to the infrastructure of the Internet, and (ii) embedding within an HTML-encoded document on the WWW, a tag that references said computer-executable server-side component, and

wherein each said multi-mode brand marketing communication subsystem has one or more programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots in a first graphical user interface (GUI), (ii) a promotional display mode for displaying one or more promotional spots in a second GUI, and (iii) a consumer product information (CPI) display mode for displaying a set of consumer product information (CPI) resources in a third GUI;

a second Internet-based subsystem allowing the manufacturer and/or authorized parties to program said set of CPI resources for display in the CPI display mode of each said implemented multi-mode brand marketing communication subsystem;



a third Internet-based subsystem allowing the manufacturer and/or authorized parties to program one or more advertising spots for display in the advertising display mode of each multi-mode brand marketing communication subsystem; and

a fourth Internet-based subsystem allowing the manufacturer and/or authorized parties to program one or more promotional spots for display in the promotional display mode of each multi-mode brand marketing communication subsystem;

wherein said second Internet-based subsystem allows the manufacturer of a consumer product, and/or authorized parties, to create and manage, for each said consumer product, a consumer product information (CPI) link structure comprising the following items:

(i) a consumer product identifier assigned to the consumer product, and

(ii) a set of URLs for a plurality of CPI resources located on the WWW, which can be selected to program the display modes of an implemented multi-mode brand marketing communication subsystem;

and

wherein, upon the Web-browser of the consumer encountering said tag installed in said HTML-encoded document, the computer-executable server-side component corresponding to the tag is automatically executed, and the corresponding multi-mode brand marketing communication subsystem is automatically generated by said first Internet-enabled information server and served to the Web browser for display and review by the consumer at the point along the WWW where said HTML-encoded document has been encountered by the consumer.

Claim 69 (new): The Internet-based system of claim 68, wherein each said consumer product identifier comprises a Universal Product Number (UPN).

Claim 70 (new): The Internet-based system of claim 68, wherein, for each multi-mode brand marketing communication subsystem implemented on said Internet-based system for a particular consumer product, the computer-executable server-side component associated with the multi-mode brand marketing communication subsystem comprises the consumer product identifier assigned to the consumer product.

Claim 71 (new): The Internet-based system of claim 68, wherein, for each multi-mode brand marketing communication subsystem implemented on said Internet-based system for a particular consumer product, the tag associated with the multi-mode brand marketing communication subsystem is indexed using the consumer product identifier assigned to the consumer product.

Claim 72 (new): The Internet-based system of claim 68, wherein, for each multi-mode brand marketing communication subsystem implemented on said Internet-based system, the computer-executable server-side component associated with the multi-mode brand marketing communication subsystem comprises a consumer product information requesting (CPIR) servlet loaded onto said first Internet-enabled information server.

Claim 73 (new): The Internet-based system of claim 69, wherein said CPI link structure further comprises, for each consumer product:

- (iii) a Trademark (TM) assigned to the consumer product; and
- (iv) a Product Descriptor (PD) associated with the consumer product.

Claim 74 (new): The Internet-based system of claim 68, wherein said set of CPI resources are selected from the group consisting of rich-media product videos and demonstrations, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 75 (new): The Internet-based system of claim 68, wherein the manufacturer of a consumer product, and/or authorized parties, can program the multi-mode brand marketing communication subsystem implemented for said consumer product by managing the CPI link structure created for said consumer product, and the display modes of the multi-mode brand marketing communication subsystem.

Claim 76 (new): The Internet-based system of claim 68, wherein said HTML-encoded document is selected from the group consisting of Web-pages, product images, product documents, and graphical icons.

Claim 77 (new): The Internet-based system of claim 73, wherein said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure are imported into a second Internet-based information server from a supply-chain information management system, using electronic file transfer techniques.

Claim 78 (new): The Internet-based system of claim 68, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and physical retail kiosk.

Claim 79 (new): The Internet-based system of claim 68, wherein said Web browser of the consumer encountering one said tag, further comprises the consumer clicking on a graphical component at which said tag is embedded in said HTML-encoded document.

Claim 80 (new): The Internet-based system of claim 68, wherein said authorized parties include agents of the manufacturer.

Claim 81 (new): The Internet-based system of claim 68 which further comprises a third Internet-enabled information server for downloading a tag corresponding to each said implemented multi-mode brand marketing communication subsystem, wherein the downloaded tag can be subsequently embedded within an HTML-encoded document.

Claim 82 (new): The Internet-based system of claim 68, wherein said HTML-encoded document is located at or near a point of product display on an e-commerce site of a retail trading partner of the manufacturer, so that the implemented multi-mode brand marketing communication subsystem delivers consumer product information to the consumer at the point of product display.

Claim 83 (new) An Internet-based method of managing and delivering consumer product brand marketing communications to consumers at points along the World Wide Web (WWW), said Internet-based method comprising the steps of:

(a) allowing manufacturers of consumer products and/or authorized parties to register a plurality of consumer products within a database server operably connected to the infrastructure of the Internet, so that a plurality of multi-mode marketing communication subsystems can be implemented for said plurality of consumer products;

(b) implementing a plurality of multi-mode brand marketing communication subsystems for a plurality of consumer products offered for sale in commerce,

wherein each said multi-mode brand marketing communication subsystem is implemented by (i) storing a computer-executable server-side component on a first Internet-enabled information server operably connected to the infrastructure of the Internet, and (ii) embedding, within an HTML-encoded document on the WWW, a tag that references said computer-executable server-side component, and

wherein each said multi-mode brand marketing communication subsystem has one or more programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots in a first graphical user interface (GUI), (ii) a promotional display mode for displaying one or more promotional spots in a second GUI, and (iii) a consumer product information (CPI) display mode for displaying a set of consumer product information (CPI) resources in a third GUI;

(c) allowing the manufacturer of a consumer product and/or authorized parties to create and manage, for each said consumer product, a consumer product information (CPI) link structure comprising the following items:

(i) a consumer product identifier assigned to the consumer product, and

(ii) a set of URLs for a plurality of CPI resources located on the WWW, which can be selected to program the display modes of the implemented multi-mode brand marketing communication subsystem;

(d) allowing manufacturers and/or authorized parties to program the advertising display mode of said implemented multi-mode brand marketing communication subsystem;

(e) allowing manufacturers and/or authorized parties to program the promotional display mode of said implemented multi-mode brand marketing communication subsystem;

(f) allowing manufacturers and/or authorized parties to program the CPI display mode of said implemented multi-mode brand marketing communication subsystem;

and

(g) upon the Web-browser of the consumer encountering said tag installed in said HTML-encoded document, automatically executing the computer-executable server-side component corresponding to the tag, generating the GUI corresponding to the multi-mode brand marketing communication subsystem, and serving the GUI to the Web browser for display and review by the consumer at the point along the WWW where said HTML-encoded document has been encountered by the consumer.

Claim 84 (new): The Internet-based method of claim 83, wherein each said consumer product identifier comprises a Universal Product Number (UPN).

Claim 85 (new): The Internet-based method of claim 83, wherein, for each said multi-mode brand marketing communication subsystem implemented during step (b), the computer-executable server-side component associated therewith comprises the consumer product identifier assigned to the consumer product.

Claim 86 (new): The Internet-based method of claim 83, wherein, for each said multi-mode brand marketing communication subsystem implemented during step (b), the tag associated therewith is indexed using the consumer product identifier assigned to the corresponding consumer product.

Claim 87 (new): The Internet-based method of claim 83 wherein, for each said multi-mode brand marketing communication subsystem implemented during step (b), the computer-executable server-side component associated therewith comprises a consumer product information requesting (CPIR) servlet loaded onto said first Internet-enabled information server.

Claim 88 (new): The Internet-based method of claim 84, wherein said CPI link structure further comprises, for each consumer product:

- (iii) a Trademark (TM) assigned to the consumer product; and
- (iv) a Product Descriptor (PD) associated with the consumer product.

Claim 89 (new): The Internet-based method of claim 83, wherein said set of consumer product information resources are selected from the group consisting of rich-media product videos and demonstrations, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 90 (new): The Internet-based method of claim 83, wherein the manufacturer of a consumer product, and/or authorized parties, can program the multi-mode brand marketing communication subsystem implemented for said consumer product by managing the CPI link structure created for said consumer product.

Claim 91 (new): The Internet-based method of claim 83, wherein said HTML-encoded document selected from the group consisting of Web pages, product images, product documents, and graphical icons.

Claim 92 (new): The Internet-based method of claim 84, wherein said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure are imported into a second Internet-based information server from a supply-chain information management system, using electronic file transfer techniques.

Claim 93 (new): The Internet-based method of claim 83, wherein during step (g), the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and physical retail kiosk.

Claim 94 (new): The Internet-based method of claim 83, where during step (g), said Web browser of the consumer encountering one said tag further comprises the consumer clicking on a graphical component at which said tag is embedded in said HTML-encoded document.

Claim 95 (new): The Internet-based method of claim 83, wherein said authorized parties includes agents of the manufacturer.

Claim 96 (new): The Internet-based method of claim 83, further comprises downloading, from an Internet-enabled information server, a tag corresponding to each said implemented multi-mode brand marketing communication subsystem, wherein the downloaded tag can be subsequently embedded within an HTML-encoded document.

Claim 97 (new): The Internet-based method of claim 83, wherein said HTML-encoded document is located at or near a point of product display on an e-commerce site of a retail trading partner of the manufacturer, so that the implemented multi-mode brand marketing communication subsystem delivers consumer product information to the consumer at the point of product display.